

DM-113-G

September 24, 1993

To All Division Managers

SUBJECT: Winston SELECT Fourth Quarter Promotional Support

To assist in continuing support behind Winston SELECT styles after the B5G5F/B1G1F and \$2.00/20¢ off sniped product, promotional budgets are being allocated to your Regional Manager. These dollars should be utilized to promote SELECT styles via \$2.00 off per carton/20¢ off per pack VPRs and buydowns throughout fourth quarter. **These dollars are not to be used on the \$2.00/20¢ off sniped product.**

The objective on SELECT through year end is to leverage the large trial base of adult competitive smokers created by our B5G5F/B1G1F introductory offer. The \$2.00/20¢ off sniped product coupled with the fourth quarter promotional support budget on SELECT non-sniped product will provide the flexibility to accomplish this objective.

In some instances, the \$2.00/20¢ off sniped product has been an issue in non-scanning package oriented chains. The additional price point created by off invoice or VPR'd product is difficult for some chains to handle. To address this issue, we are making available a "removable" 20¢ VPR that can be used on 20¢ sniped product or "bought down" non-promoted product. The account simply removes the VPR and uses it for their accounting purposes in the cash register. Payment for this VPR can be handled as a normal VPR payment. MONARCH pricing guns can be used on packs and cartons where standard non-\$2.00 sniped product is bought down.

POS

As a reminder, point-of-sale to support SELECT \$2.00/20¢ off product is currently available. Replacement kits (communicated in DM-77-G) are available on open order to convert introductory display materials from the B5G5F/B1G1F offer to the \$2.00/20¢ off challenge offer. Additionally, fourth quarter (open pricing area) SELECT POS is allocated and available as follows:

<u>Item #</u>	<u>Description</u>	<u>SKU Pkg</u>
440432	SELECT 4Q DBRC	25
440443	SELECT 4Q 24" Pk Merch Cd	25
440454	SELECT 4Q 7-11 Display Stp	50
440465	SELECT 4Q Large Paster	50

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VPRs/Coupons

To support your efforts beyond the \$2.00/20¢ off sniped SELECT product or in accounts that have refused \$2.00 sniped product, the following items will be available for order in SMS:

<u>Item #</u>	<u>Item Description</u>	<u>SKU Packing</u>	<u>Cost Per SKU</u>	<u>Availability</u>
34894 404798	20¢ Removable VPR	500	110.00	October 8, 1993
* 404538	\$2.00 MB Carton Coupon	100	212.00	Immediately

- * The \$2.00 on-carton MB coupon can be utilized during the fourth quarter to support SELECT in those instances where the \$2.00 off sniped product is not available or in carton outlets after the \$2.00 off sniped product is depleted.

Fourth quarter SELECT promotional support budgets will be communicated to you by your Regional Manager.

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